



## **Additional Utah Logo Guidelines**

### **TV ADS/DVDs/CDs**

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The products must display the official "Utah – Life Elevated" tourism logo for a minimum of five seconds, typically at the end of the ad. The logo and credit line must be clearly legible and prominently displayed. Generally, the size of the Utah tourism logo should be commensurate with the size of the destination marketing organization's logo. DVDs and CDs should also include an official Utah tourism logo on the cover and label.

### **RADIO ADS**

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Radio ads must contain the credit line "Produced in cooperation with the Utah Office of Tourism." The credit line should take 3-5 seconds to pronounce and must be clear and easy for the listener to hear.

### **BOOTHS**

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Booths purchased or constructed as a portion of the application must display the official Utah – Life Elevated logo for a minimum of one year. The Utah logo should be located in the top 1/3 of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the logo on a case-by-case basis.

### **TRADE SHOWS**

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Travel/trade show participants must display a sign stating, "Participation in this event is co-sponsored by the Utah Office of Tourism." The UOT will provide a PDF file with the wording and logo for the sign. Co-op participants can have the sign made in time for their show, and must show the sign or an image of the sign to the UOT prior to attending the event.

### **BILLBOARDS**

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Billboards must display the official Utah - Life Elevated logo at a size that is clearly readable to the passing motorist.